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Automotive News

Detroit, February 2, 1981

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Escort extra

Four-door Ford mini-sedan planned

Ford Motor will likely introduce this four-door notchback sedan version of its Escort in the fall as a 1982 model. The front-drive sedan will be Ford's answer to new sedan versions of the front-drive Mazda GLC and Honda Civic.

New DOT chief planning task force, trip to Detroit

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The maiden press conference of Transportation Secretary Drew Lewis announced that he will be in Detroit this week to meet with auto management and labor leaders in his role as leader of a new automotive task force.

Like the one operating under the Carter Administration—also headed by the Secretary of Transportation—it is intended to focus on solutions to the industry's problems.

A report may be expected in some six weeks.

The Task Force includes the Secretaries of Treasury, Labor and Commerce as well as the U. S. Trade Representative and the chairman of the Council of Economic Advisors, Murray Weidenbaum, especially well-known for his support for a moratorium on regulation.

Presumably others, like the head of EPA, who has not been named, will be added.

Thus, the Reagan Administration has kicked off another Task Force about six months after the last one got underway in July in Detroit. The basic problems are the same — only worse. Meanwhile, the auto industry is readying new position papers and recommendations.

Before being cut off by his staff after only 15 minutes of exposure to the press, Lewis danced around a lot and came out in favor of "free trade", "safety" and aid to Chrysler if the Reagan Administration is convinced that the company is viable.

On the eighth day of the new Administration, Lewis said they were moving quickly. He promised to study carefully the recent DOT auto industry report —which did endorse temporary restraints on Japanese cars — but he shied clear of total endorsement of tripartite efforts while still supporting generally efforts from labor, management and government.

In short, Lewis seemed to be on both sides of all major issues and he even refused to confirm that Raymond Peck, now a lobbyist for the National Coal Assn., is slated to become Joan Claybrook's successor at NHTSA.

Peck, a 41-year-old lawyer, held posts for brief periods at Commerce, Treasury and Interior under the Ford Administration. In sharp contrast to Claybrook's aggressive stance, he is viewed as a deregulator. Lewis says Peck is among several names under consideration.

Although Lewis "left the door open" on restraining Japanese imports, he stated the Administration position as favoring "free trade."

He said the President did not intend to go to Congress to ask for restraints against the Japanese, but added that it was a matter for the Task Force to decide.

On that Task Force is Commerce Secretary Malcolm Baldridge, who has said he favors temporary restraints and Trade Representative William Brock, who backed playing "hard ball" with the Japanese. Soon to be scheduled, however, is a visit from Japanese Prime Minister Zenko Suzuki to Washington with President Reagan, where presumably many matters in addition to autos will be discussed.

Recently, at a White House meeting, Michigan Rep. John Dingell pointedly asked the President for some sort of voluntary agreement to restrain Japanese cars. There was no recorded response from the President.

At that same meeting, President Reagan is quoted—from a

Continued on Page 38, Col. 4

Service Index slides to 20-year lowpoint

By Frank J. Gawronski
Service Editor

Despite a sharp increase in business in the final month of the year, new-car dealers' service and parts business for all of 1980 recorded its worst showing in the 20-year history of the AUTOMOTIVE NEWS Service Index.

Service and parts business for 1980 amounted to 98.3 percent of volume recorded for all of 1979. The previous low occurred in 1974, when shop volume amounted to 99.7 percent of that done the year before.

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Last year ended on an upswing, with December parts and service business recording the best monthly showing of the year and the biggest increase since October, 1979. Shop volume in December amounted to 108.6 percent of the business done in the same month the year before.

Four of the five indicators used in the Service Index registered gains in December. The only exception was repair orders written, which was 14.3 percent below the volume reported in the 1979 month.

The big gainer in December was gross profit on all labor, parts and P&A sales — the most important indicator from the dealer's viewpoint — which was 21.5 percent above the year-ago figure.

Sales of all parts and accessories were up 16.0 percent above the year-earlier figure, while shop parts sales (those used in customer-paid and warranty repairs) increased 10.3 percent. Total labor sales (customer-paid and warranty) advanced 6.5 percent in December.

Service Index figures are compiled from monthly reports on service and parts business from dealers in all sections of the country.

Gross profit also was the top gainer in 1980, up 2.2 percent, followed by sales of all parts and accessories which increased 1.3 percent.

Repair orders written recorded the biggest decline for the year, down 11.5 percent, followed by labor sales, down 0.4 percent, and shop parts sales, off 0.1 percent.

Buyer offers carbureted '80 models to lease/rental firms

4,300 Fiats unloaded at cut rate

By Joseph Bohn
Marketing Editor

Fiat Motors of North America, in a controversial move to reduce inventories, sold about 4,300 '80 Bravas and Stradas to an Ohio firm, which dealers decribed as a "liquidator" but Fiat termed a "lease broker."

The cars are '80 models with carburetors which Fiat had apparently been unable to sell, despite hefty consumer rebates of $500 and $1,000.

Dealers are trying to block the sale to Value City and its subsidiary, M. H. Fishman, Columbus, O., which purchased the vehicles in conjunction with Consolidated International, Columbus.

Value City owns chains of drug, department and furniture stores among its many businesses. Principal behind the purchase is Jerome Schottenstein, president of Value City, and a board member of Consolidated.

The cars are being offered by Consolidated International to lease and fleet and daily rental operators, including any car dealers with such operations, regardless of the makes of cars they carry or sell.

Under terms of Consolidated's agreement with Fiat, it cannot sell the cars at retail.

"But if they are sold to a competitive (Ford, Chrysler, GM) dealer with a lease company, there's nothing to prevent our competitors from retailing them," said one Fiat dealer close to the importer's National Dealer Council.

• Fiat dealers maintain that the importer did not offer these cars to them, prior to the Consolidated International sale.

"We went into the (Fiat dealer) meeting (several were held) without being able to buy that inventory. When an outcry was made by the dealers, a few cars were made available to the dealer body," added a dealer, who wished to remain anonymous.

"If this (Consolidated International) sale is allowed to continue, it could destroy the dealer body," he added.

Fiat's National Dealer Council, along with some NADA officials, held a meeting with Fiat. Sources said "there are legal remedies that can be had," and apparently talks with Fiat are continuing.

Meanwhile, in Ohio dealers have threatened legal action against the importer.

Richard Recchia, president of Fiat Motors of North America, maintains that dealers had access to the same '80 models that Consolidated bought and at competitive purchase prices.

He acknowledged that the cars were in short supply in some of Fiat's six port areas. But he added that cars were being moved around to accommodate dealers who wished to purchase them.

Recchia added that a combination of dealer discounts gave them these cars at prices competitive with Consolidated.

Actual terms of the Consolidated sale were not disclosed by Recchia or Schottenstein, who put the sale at somewhere near $20 million.

Schottenstein's company has been offering Bravas at 22 percent below dealer cost, for example, and Stradas at 20 percent below. Additionally, an extra 5 percent discount is available on purchases of 50 units or more.

In its literature to fleet buyers, International offered a Strada with a dealer cost of $4,648 for $3,718.

Recchia pointed out that Fiat

Continued on Page 38, Col. 3

breaking news

Japanese in UK

LONDON. — The British Government announced in Commons last week that Nissan will launch a feasibility study aimed at eventual production of Datsun cars in the UK. The study will seek a "green-field" site for a factory with a capacity of up to 200,000 vehicles a year. The announcement came a few days before scheduled talks on quotas for the UK market.

Steel at 17-year low

WASHINGTON.—Production of raw steel in the U. S. in 1980 fell to its lowest level since 1963, the American Iron and Steel Institute said. The industry poured 112 million tons last year, down from 136 million tons in 1979. The total was 109 million tons in 1963.

Floor-plan plea

BOSTON. — The Boston Zone Chevrolet Dealer Council has sent a telegram to Chevrolet urging that "to cope with the current financial emergency" floor-plan interest on all new vehicles in dealer inventories and in future shipments be set at 10.75 percent for the balance of the 1981 model year.

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Approval to spend next $400 million near for Chrysler

By Edward Lapham
Financial Editor

Chrysler Corp. could begin using the next $400 million in federal loan guarantees this week, once it has secured all of the required worker, lender and supplier concessions.

Tomorrow (Feb. 3) is the end of the required 15-day waiting period, although some sources close to the Chrysler Loan Guarantee Board believe it will be later in the week or early next week before the board can give its final approval.

That approval became more certain last week as Reagan Administration officials said they intended to honor the loan guarantee commitment made in the waning days of the Carter Administration, provided the auto maker can meet the stipulated terms.

Also last week, UAW Vice President Marc Stepp said the union would have all of the local voting results by noon today on the $622 million package of concessions tentatively accepted by the UAW's leadership.

Preliminary voting last week followed the pattern anticipated by UAW President Doug Fraser, which would mean approval by a narrow margin, union sources said.

Chrysler officials met with representatives from its U. S. lenders late last week, following successful negotiations with European and Japanese banks within the preceding week.

The Loan Guarantee Board stipulated that Chrysler's U. S. lenders would have to convert about half of the $1.1 billion in outstanding debt into preferred stock and accept a 30-percent payoff on the remaining half, for an effective payment of only 15 cents on the dollar.

Chrysler asked the Japanese banks to write off 85 percent of the $156 million in debt owed them for a cash payment on the balance. The Japanese banks, which had been somewhat recalcitrant in earlier bailout talks, agreed.

• "There is less and less resistance every time the banks have to do something," said one Wall Street banking source.

"Chrysler's lenders have committed reserves to cover the outstanding loans, so it really isn't a major problem," he said.

Arvid Jouppi, John Muir & Co. auto analyst and vice president, agreed.

"The big thing that tipped the scales this time was former Treasury Secretary Miller's willingness to work on it right up to the last days of the Carter Administration," Jouppi said.

Chrysler also has been making some headway with suppliers. The auto maker has delayed some December payments and has requested additional 5-percent price reductions.

"The suppliers are generally being patient but in a lot of ways their concessions hurt more than the ones made by the banks and the workers," said an analyst. "They don't have any reserves and some are having their own cash flow problems," he said.

Said Jouppi: "Chrysler lost $200 million in the last quarter and it's still losing, although the sales picture is looking better and things should improve. But there is no doubt that without the promise of the loan guarantees Chrysler would have been in formal reorganization by now."

Any delay in final approval could make some suppliers nervous enough to "jump out of line" and take legal action which could upset the entire survival plan, although that is generally deemed unlikely.

"It's just a matter of time," said one Chrysler official. "Once we clear this hurdle, the track is clear."

SERVICE INDEX
108.6*

	Dec. '80 vs. Dec., '79	12 mos., '80 vs. 12 mos., '79
Gross Profit on All Labor and P&A Sales	+21.5%	+ 2.2%
Repair Orders Written	−14.3%	−11.5%
Total Labor Sales (Customer & Warranty)	+ 6.3%	− 0.4%
Shop Parts Sales (Customer & Warranty)	+10.3%	+ 0.1%
Sales of All P&A	+16.0%	+ 1.3%

*—Survey by Automotive News shows that dealers' service and parts business in Dec., 1980, was 108.6 percent of business in Dec., 1979. Service business in the 12 months of 1980 was 98.3 percent of business in the corresponding period in 1979.

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56th year — No. 4847

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Celica celebrates 10th U. S. birthday

Toyota Celica celebrates its 10th anniversary in the U. S. this year with a limited edition Celica GTA coupe. Only 5,000 will be built, featuring a luxurious interior, the standard overdrive transmission and a distinctive copper and beige or black and beige color scheme. Birthday package price is $990.

DeLorean given $24 million to finance inventory

LONDON. — DeLorean Motor Cars, Ltd., has negotiated a $24 million credit line with two commercial banks here in order to finance an inventory of up to 900 cars at its Northern Ireland facility.

The company, a subsidiary of DeLorean Motor Co., has commenced serial production of the stainless steel DeLorean sports car with an initial shipment to the U. S. currently scheduled for April.

The British government, through grants, loans and equity purchases, has provided three quarters of the project's $200 million capitalization.

197,750 workers idled indefinitely

Industry layoff picture is gloomy

By Marjorie Sorge
Labor Editor

From a standpoint of layoffs, there's still nothing to cheer about in the auto industry.

The number of employes idled looks like a roller-coaster ride, climbing in direct relation to the interest rates and falling as those rates slide, one observer said.

There are currently 197,750 hourly workers indefinitely laid off at four of the five U. S. auto companies, not too far from the 212,000 idled during the height of the 1974-75 recession.

During the current economic slump, the high point in layoffs came in August, 1980, when 247,296 hourly workers were off the job. The low point was in November when the total fell to 181,875, according to a UAW spokesman. Again, as the interest rates began to creep upward so did the layoff figure.

General Motors currently has 89,000 hourly workers on indefinite layoff; Ford Motor Co., 54,500; Chrysler Corp., 49,700, and American Motors, 4,550.

Volkswagen of America has not idled any workers and a VWoA spokesman said sales are currently picking up and the company does not anticipate any indefinite layoffs.

In normal times, GM has an average hourly work force of 496,000; Ford, 190,000; Chrysler, 109,000, and American Motors, 9,500.

Last week the domestic auto makers closed eight plants in the U. S. and three in Canada to balance inventories, temporarily idling 36,250. Ford's St. Thomas (Ont.) plant is down for changeover, idling 2,650.

GM closed its Baltimore and Pontiac plants for two weeks. Both build intermediates. The company's Leeds (Mo.) and Oklahoma City facilities were closed last week only.

Downtime at GM's Lakewood (Ga.) and Wilmington (Del.) plants was extended an additional week. Both were closed the weeks of Jan. 19 and Jan. 26 and are scheduled to resume operations today (Feb. 2).

In Canada, GM closed the Oshawa (Ont.) and St. Therese (Que.) plants for one week. They are also scheduled to reopen today. So is Chrysler Windsor.

At Chrysler, things have picked up a bit. The company canceled one of two down weeks originally scheduled for the weeks of Jan. 26 and Feb. 2 at its two K-car plants, Newark, Del., and Jefferson Ave. in Detroit. Those two plants will now be down only this week, temporarily idling 8,500 hourly workers.

Ford's San Jose plant also closed for two weeks beginning last Monday (Jan. 26) temporarily idling 950 hourly workers.

And AMC closed its Kenosha plant last week for one week, idling 1,400.

GM, Ford and AMC also report stable SUB funds. GM's stands at $127 million, 15.5 percent of maximum funding and Ford's at $25 million, 9 percent of maximum funding. AMC reported its Wisconsin operations at 19 percent of maximum funding and its Toledo Jeep at 50 percent.

At Chrysler, the SUB fund is $8 million, 5 percent of maximum funding and down from the $13.1 million reported last October. According to a company spokesman, workers with under 20 years' seniority drawing from that fund have had a 20 percent reduction in benefits. Those with over 20 years are getting full benefits.

It's Benton for Bidwell; Lataif heads Ford Div.

Philip E. Benton Jr. has been named to succeed Bennett E. Bidwell as vice president of the Car and Truck Group, Ford North American Automotive Operations, Ford Motor Co.

Bidwell, 53, joined Hertz Corp. as president and chief executive officer. Benton, 52, has been general manager of Ford Division.

Benton will be succeeded in the Ford Division post by Louis E. Lataif, 42, who has been general marketing manager at the division.

The car and truck group includes the Ford and Lincoln-Mercury divisions, Truck Operations, Ford Parts and Service Division and Ford of Canada, Ltd.

Personnel changes at the top at Ford attract special attention these days. One reason is that the company is seen as being in a shaky financial position. Also, Lee A. Iacocca, who left Ford in mid-1979 to head Chrysler Corp., was followed quickly by a stream of top-flight Ford executive talent.

Benton, who joined Ford in 1953 as a cost analyst on the Finance Staff, became executive director of Ford North American Marketing Operations in late 1974 and general manager of Ford Parts and Service Division in 1975.

He was elected to a vice presidency in May, 1977, and appointed vice president for Truck Operations for Ford of Europe in July of '77.

Benton has led Ford Division since November, 1979.

• Lataif, when elected a vice president by the board as expected, will be the youngest person in such a position at Ford.

He joined the company in 1964 as a Ford Division marketing analyst. In announcing his most recent promotion, the company said Lataif, while working in that post, gained first-hand retail experience at a Dearborn Ford dealership as a part-time salesman.

A graduate of Dartmouth College, Lataif has been general marketing manager at Ford Division since December, 1978.

Lataif was a special studies analyst and district sales representative in the division's Philadelphia district sales office from 1966 to 1968, when he was assigned to the Corporate Marketing Staff in Dearborn.

He rejoined Ford Division in 1969, and served in marketing and sales posts, including car sales training manager, custom car/light-truck marketing plans manager and Detroit district assistant sales manager.

In 1973, Lataif was appointed executive assistant to the vice president, sales group, and in 1975 was named marketing studies manager. He became California marketing director for Ford Division in 1975, Chicago district sales manager in 1976, Midwest region regional sales manager in 1977 and assistant general marketing manager in 1978.

Philip E. Benton

Louis E. Lataif

Cook to keynote Cleveland event

CLEVELAND. — Robert J. Cook, Oldsmobile general manager, will keynote the fifth annual Automotive Recognition Luncheon in the Statler Office Tower Ballroom here at noon on Thursday (Feb. 5).

The luncheon talk, precedes the sixth annual Greater Cleveland Auto Show, which opens Saturday, Feb. 7.

Under Show Chairman E. Healy Dowd, president of Dowd Oldsmobile, the nine-day show has been expanded to include exhibits from 88 Cleveland-based auto companies.

Yesterday and today

Bob Yasso, Yorba Linda, Calif., believes in the future of Chrysler Corp. He also believes in the auto maker's past. Yasso, who is Chrysler's assistant Los Angeles zone manager for parts and service, has two Dodge cars that are separated by 50 years of motoring history. For personal transportation, he drives a 1981 Dodge Aries. In the background is a 1931 Dodge, which has been restored by Yasso to its original condition.

Chrysler and VWoA escape mid-January sales decline

By Jenny L. King
Staff Writer

U. S. auto makers suffered a combined 9 percent sales drop in mid-January, with Chrysler Corp. and Volkswagen of America the only ones to post gains over year-ago figures.

The domestic industry had 136,524 new-car deliveries for the period, down 9.18 percent from 150,326 in 1980 and lowest since the 131,132 sold in 1975.

Chrysler sales climbed 13.32 percent, to 16,398 from 14,470. VWoA reported sales of 4,142 Rabbits, up 6.70 percent from 3,882.

General Motors sales dropped 10.79 percent, to 82,976 from 93,017. Ford recorded a 13.79-percent decline to 30,308 from 35,157, while estimated sales of American Motors passenger cars numbered 2,700, down 28.95 percent from the year-ago estimate of 3,800.

Accordingly, Chrysler and VWoA increased their shares of the market during the period, Chrysler going to 12.01 percent from 9.63 percent, VWoA climbing to 3.03 percent from 2.58 percent. GM earned 60.78 percent, down from 61.87 percent. Ford Motor Co. slipped to 22.20 percent from 23.39 percent, and AMC was down to 1.98 percent from 2.53 percent.

Plymouth, Dodge and VW were the only makes with improved mid-January sales. Plymouth was up 20.62 percent, to 6,605 from 5,476; Dodge was up 14.85 percent, to 6,798 from 5,919, and VW was up 6.70 percent, to 4,142 from 3,882.

On the minus side of the ledger, Chrysler was down 5.82 percent, Ford was down 11.39 percent, Mercury was down 13.54 percent and Lincoln was down 42.55 percent. All GM makes missed year-ago sales levels: Buick was down 32.96 percent, Cadillac was down 8.23 percent, Chevrolet was down 1.95 percent, Oldsmobile was down 7.87 percent and Pontiac was down 6.83 percent.

Chevrolet Chevette was the top-selling nameplate in mid-January, with sales of 8,686 units. It was followed by Chevrolet Citation at 6,946, Ford Escort at 6,640, Chevrolet Malibu at 5,555 and Oldsmobile Cutlass Supreme at 5,218. Year-ago best-sellers were Chevette, Citation, Ford Fairmont, standard Chevrolet and Cutlass Supreme.

The daily selling rate for the period was 17,066, down 9.18 percent from 18,791 in 1980. There were eight days both years.

Year-to-date sales totaled 264,565, down 14.75 percent from 310,326 for the year-ago period.

DOMESTIC SALES

	Jan. 11-20, '81	Jan. 11-20, '80
AMERICAN MOTORS..	2,700†	3,800†
Chrysler	2,896	3,075
Imperial	99	.....
Plymouth	6,605	5,476
Dodge	6,798	5,919
CHRYSLER CORP.	16,398	14,470
Ford	22,298	25,153
Mercury	6,770	7,830
Lincoln	1,249	2,174
FORD MOTOR	30,308	35,157
Buick	13,155	19,622
Cadillac	5,707	6,218
Chevrolet	34,480	35,165
Oldsmobile	16,967	18,417
Pontiac	12,667	13,595
GENERAL MOTORS	82,976	93,017
VOLKSWAGEN..	4,142	3,882
INDUSTRY TOTAL	136,524	150,326

†—Estimate.

AMC revises its contribution to price cut

American Motors changed its contribution to the current 10 percent reductions.

Essentially, its contribution to the price reduction was 6⅔ percent, based on the wholesale price of the vehicle. Dealers contributed 3⅓ percent, which was figured on the retail price.

AMC changed its accounting so that its 6⅔ percent share is now based on the retail sticker price.

"It increased our contribution and decreased the dealer's share," a spokesman said.

Meanwhile, Volkswagen, responding to an Automotive News story, noted that its current dealer cash incentives on Rabbits, Dashers and Sciroccos covered only '80 models—not '80 and '81s' as had been reported.

He strives to make this 'Year of the Dealer'

Miller sees an exciting era at hand

By Robert M. Lienert
Editor

Probably nobody envies Wendell H. Miller as he prepares to take over as president of NADA.

His turn in office comes at a time when the domestic auto industry is in deep, deep difficulty and domestic-line dealerships are dropping by the wayside.

Miller, 58, isn't looking for sympathy. And though he admits that the retail auto business is mired in a critical period, he thinks he's lucky to be in the driver's seat at a time which he says promises to be "exciting, profitable and innovative."

The Binghamton (N. Y.) Dodge - Honda - Lincoln - Mercury dealer plans to move smartly ahead with the organization, once he is sworn in next week at the NADA convention.

"I don't like being the caretaker of anything," he said. "I like having a job to do and getting it done."

Miller summed up that job in one word: Survival. That's not for himself, but for all of the nation's retail auto dealers.

"My specific goal is survival," he told Automotive News. "We lost 1,600 dealers last year.

"And those dealers who made it last year could die this year," he warned. "Attrition could be worse next year."

That, he said, is the reason he is so involved in NADA.

"My main thrust as I prepare to take office," he said, "is that I would like this to be 'the year of the dealer.'

"I would like dealers to understand the benefits of NADA and realize that NADA provides the services that a dealer needs to stay in business in normal times as well as in these traumatic times.

"I think this is going to be an exciting, profitable, innovative period and, by year-end, dealers will be taking advantage of this."

• Miller said he plans to institute no great changes in NADA —"You don't rearrange the deck chairs in 20-foot seas"—but that if there is an upturn in the next three or four months, NADA can help to make things much, much better.

"I'm active in NADA for one reason," Miller said. "Without NADA, the average auto dealer is dead.

"If I went back over the years and subtracted all the things NADA has done, I'd be out of business."

Miller termed NADA "the only possible saviour" of the nation's dealers. The average dealer doesn't have the time or expertise to defend himself against those who have been trying to destroy him, Miller said.

"Those 1,600 (who failed in 1980) weren't dumb," Miller said. "They failed because of factors beyond their control.

"I doubt we could have done anything for the 1,600 that we didn't do," he said. "All we can do is try to minimize the losses.

"When the smoke clears, I want to make sure all dealers know what NADA is and what it does for them. We'll try to do it with education and public relations.

"I want them excited and willing to do something about it."

• Miller pointed out that there is a 300-person staff at NADA working for the benefit of dealers.

"I don't think the membership realizes this," he said.

The big threat to dealers, he said, is no longer the factory, but rather interest rates, imports, government and regulation.

Miller, who is a tennis fan, said, "I can remember when we played singles with the factory. Now, we are on the same side of the net."

Miller, assessing his industry's difficulties and the rocky road that looms ahead, said, somewhat sadly:

"The industry is not as much fun any more and the reasons bug me: Mainly, it's government regulation that affects me and government regulation that affects the industry itself.

"For many years," said Miller, "there were no problems that couldn't be fixed. Now, with the mandated engine controls, we have cars that just can't be fixed and they are destined to run forever unsatisfactorily. And I know I can't solve the problems of unhappy customers."

• One of the difficulties, Miller said, is that rising expenses are coupled with an inability to grow to neutralize them.

"But I like the fact that this requires sophisticated management," he said. "And the customers are more knowledgeable and more intelligent. I like today's customers better than those of 10 years ago. They are better for our business."

Miller mourns the change he said he has seen come to factory relations. There are fewer personal relationships, he said, and fewer things a dealer can depend on. The long-term factory-dealer partnership is being replaced by a "today" relationship, he fears.

Miller, whose family has been selling Dodge since 1948, says he thinks Chrysler Corp. "will make it, although it may not be able to do so without a partner."

He would like to see such a partnership develop soon, Miller said, and he believes it will involve either Peugeot or Mitsubishi. Chrysler holds an interest in both firms.

Volkswagen has been men-

Continued on Page 26, Col. 3

Dealer strike is possible in the 1980s, Miller says

As a successful dealer, Wendell H. Miller is no fire-breathing radical.

At the same time, he says that a dealer strike against the manufacturers is "absolutely possible within 10 years."

Miller sees the mobilization of a strike threat as the only way dealers can marshal any clout in negotiations with auto makers.

"Our problem has been that we don't have any leverage," said the incoming NADA president. "We're like the UAW would be if it had no strike threat."

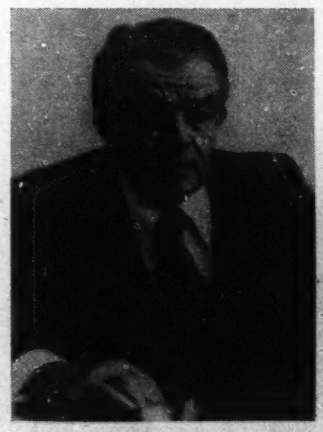
Miller said dealers probably aren't ready for such action and he said nobody has ever mentioned a strike threat at any NADA meeting.

The idea is strictly Miller's.

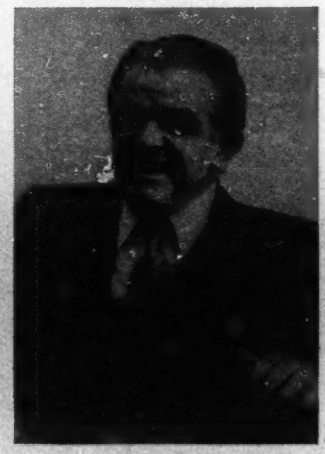
"As long as we have no leverage, we will never get anything that doesn't coincide with factory interest," Miller said. "I don't remember anything we ever got as a sheer gift. When the chips are down, the factories are out for No. One.

"Factories and dealers are natural partners. But they also are natural adversaries. And there's the conflict."

Wendell H. Miller—Man on the spot



"I don't like being a caretaker . . . I like having a job to do and getting it done."



"You don't rearrange the deck chairs in 20-foot seas."

"I doubt we could have done anything for the 1,600 (who failed) that we didn't do."

October total off 6 pct. from year ago

Import registrations slip from record pace

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars in October slipped from the record pace of the preceding couple of months, according to figures compiled by R. L. Polk & Co., but it was far from a slump even though market penetration of imports fell to the lowest point of the year.

New import registrations in October totaled 196,107, down 6.41 percent from the record for the month set a year earlier of 209,543. The latest October figure is the second highest import total for that month.

Import penetration of the October new-car market slipped from record levels—it had been over 30 percent in July, August and September — to 26.25 percent, but that was the highest ever for an October. A year earlier, imports accounted for 23.54 percent of total registrations for October.

Import registrations for the year, however, continued to run ahead of 1979. For the first 10 months of 1980, import registrations totaled 2,094,566, up 5.63 percent from 1,982,851 in 1979.

Imports accounted for 28.61 percent of U. S. new-car registrations in the first 10 months, compared with 22.55 percent in 1979.

• For the second straight month, Subaru posted the biggest gain of any nameplate in share of import registrations compared with a year earlier. Its any-month record total of 12,596 boosted its share 2.63 percentage points to 6.42 percent.

Other gainers were Honda, up 0.91 of a point to 14.58 percent; Mazda, up 0.41 of a point to 6.99 percent; Volvo, up 0.20 of a point to 2.72 percent; Fiesta, up 0.18 of a point to 3.00 percent, and Mercedes-Benz, up 0.09 of a point to 2.39 percent.

The two leaders, Toyota and Datsun, both lost in market shares in October, compared with a year earlier. Toyota dipped 0.76 of a point to 20.12 percent, while Datsun fell 1.46 points to 19.11 percent. Volkswagen was off 0.68 of a point to 10.61 percent.

Rounding out the top 10 imports was Audi, which accounted for 2.02 percent of October import registrations. It was not among the top 10 a year earlier.

The top 10 imports accounted for 87.96 percent of total import registrations in October, up from 86.72 percent a year earlier. For the first 10 months of 1980, the top 10 accounted for 88.48 percent, compared with 86.16 percent the year before.

October registrations of imported cars by country of origin, with year-earlier figures in parentheses, were: Japan, 139,998 (147,565); West Germany, 39,753 (43,676); Sweden, 6,478 (6,651); United Kingdom, 3,597 (3,885); Italy, 3,239 (5,010), and France, 3,042 (2,756).

Registrations of imported cars by country of origin for the first 10 months of 1980, with year-earlier figures in parentheses, were: Japan, 1,553,497 (1,374,647); West Germany, 389,911 (430,235); Sweden, 55,790 (58,927); Italy, 37,286 (56,520); France, 30,009 (24,783); UK, 28,065 (37,738), and others, 8 (1).

Registrations of imported trucks in October totaled 43,265, up 0.82 percent from 42,915 a year earlier.

Registrations of imported trucks in October, with year-earlier figures in parentheses, were: Toyota, 10,777 (14,526); Datsun, 8,859 (5,362); Chevrolet LUV, 6,835 (8,401); Ford Courier, 6,532 (7,014), and others, 10,262 (7,612).

The truck import total for the first 10 months of 1980 was 451,188, up 11.73 percent from 403,803 in 1979.

Registrations of trucks in the first 10 months, with year-earlier figures in parentheses, were: Toyota, 117,656 (108,330); Datsun, 93,748 (82,570); Chevrolet LUV, 72,319 (81,761); Ford Courier, 64,204 (63,793), and others, 103,261 (67,349).

FTC amends Regulation Z; finds wide noncompliance

WASHINGTON. — Many advertisers of automobile financing continue to advertise the "add-on" credit rate rather than the annual percentage rate, the board of governors of the Federal Reserve System said in its annual report to Congress on the Truth in Lending Act.

The FTC obtained this information, the report said, in the course of an industrywide investigation to see whether creditors under its jurisdiction are charging customers correctly for credit and making all disclosures required by truth in lending.

Many creditors persist in failing to disclose clearly when applicable that credit insurance in closed-end credit transactions is voluntary, the FTC told the Federal Reserve, and also in failing to make required disclosures before consummation of transactions.

Consumer complaints and inquiries suggest widespread noncompliance with the Fair Credit Billing Act and Regulation Z, the FTC added, particularly in regard to procedures for resolving errors in consumer accounts.

The report also touched on legislative simplification of the Truth in Lending Act, which Congress enacted last year with the approval of the Federal Reserve Board. The simplification act amends the Truth in Lending Act "to provide consumers with simpler and more meaningful disclosures, ease creditor compliance, strengthen enforcement, and limit creditor civil liability to substantive violations," the report said.

In addition, the Board adopted four simplification amendments to Regulation Z. They were:

1. Simplification of rules for the calculation and disclosure of the annual percentage rate and other credit terms.

2. Extension of the effective date of the revocation of an amendment exempting open-end credit arrangements from certain recision requirements.

3. Exemption of agricultural credit from truth in lending requirements, and the elimination of disclosure requirements for periodic statements for closed-end transactions.

4. Increase in the tolerance for annual percentage rates in irregular mortgage transactions.

Nose count of robots shows Japan in lead

MONTREAL. — Japanese manufacturers are employing robots at a rate that puts them well ahead of their counterparts in the U. S., according to James R. Rinehart, president of General Motors of Canada. Robots often are called keys to high productivity.

The Japanese have a significant lead and now have 10,000 robots in their manufacturing facilities. The entire U. S. has just 3,200 installed. In Western Europe, there are 2,800. Currently GM has 425 robots working or on order. By 1985, GM foresees 5,000 robots in use in its facilities, and by 1990, probably 14,000, Rinehart said.

IMPORT REGISTRATION SHARES IN U. S.

	OCTOBER					10 MONTHS				
	Regis., Oct., 1980	Percent Share of Market	Regis., Oct., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 10 mos., 1980	Percent Share of Market	Regis., 10 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	39,455	20.12	43,762	20.88	− 0.76	480,215	22.92	392,955	19.82	+ 3.10
Datsun	37,478	19.11	43,099	20.57	− 1.46	436,056	22.82	367,051	18.51	+ 2.31
Honda	28,596	14.58	28,650	13.67	+ 0.91	292,138	13.95	284,671	14.36	− 0.41
Volkswagen	20,795	10.61	23,660	11.29	− 0.68	215,889	10.31	246,671	12.44	− 2.13
Mazda	13,711	6.99	13,781	6.58	+ 0.41	128,556	6.14	118,461	5.97	+ 0.17
Subaru	12,596	6.42	7,942	3.79	+ 2.63	104,110	4.97	82,353	4.15	0.82
Fiesta	5,888	3.00	5,910	2.82	+ 0.18	57,961	2.77	65,984	3.33	− 0.56
Volvo	5,330	2.72	5,285	2.52	+ 0.20	48,791	2.33	.....	.....	.....
Mercedes	4,688	2.39	4,818	2.30	+ 0.09	45,046	2.15	46,198	2.33	− 0.18
Audi	3,953	2.02	.....	.....	.....	44,549	2.12	52,781	2.66	− 0.54
Colt	.....	.....	4,811	2.30	.....	.....	.....	51,359	2.59	.....
All Others	23,617	12.04	27,825	13.28	− 1.24	241,255	11.52	274,367	13.84	− 2.32
TOTAL	196,107		209,543			2,094,566		1,982,851		
Share of U.S. Total		26.25		23.54	+ 2.71		28.61		22.55	+ 6.06

Registrations not available for Oklahoma, delayed for Kentucky.

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GENERAL MOTORS PARTS

Two-seaters for U. S.

GTBi, GTSi to return as Ferrari's '81 lineup

MONTVALE, N. J. — Ferrari will again offer the Pininfarina-styled 308GTBi and 308GTSi in 1981.

Both two-seaters share in the same chassis, with a racing-type tubular space frame, transversely mounted 178-CID V-8 engine ahead of the rear axle, five-speed transmission and cast alloy Speedline wheels with Michelin TRX tires.

The cast aluminum-block engine with cast iron cylinder liners and aluminum heads is fuel injected with the Bosch K-Jetronic CIS system.

A Marelli Digiplex electronic ignition system varies the ignition advance curve depending on load and speed for optimum fuel economy and lowest emissions. Both models are certified for California sale.

With the standard final drive ratio of 3.71:1; both Ferraris can top 140 MPH. Acceleration from zero to 60 is put at less than 8 seconds. EPA fuel economy rating is 11 MPG city, 19 MPG highway.

Both models have a low-profile tire and wheel system. They are built on a 92-inch wheelbase. The Pininfarina-styled body is built by Scaglietti, Ferrari's principal coachbuilder for three decades.

Ferrari's are equipped with air conditioning, electric windows, tinted glass, heated rear window, quartz clock, limited-slip differential, power radio antenna, stereo speakers and leather interior. The only options are metallic paint and the choice of radio.

Performance by Ferrari

The mid-engined 308 GTBi is one of two Ferrari offerings that return throughout the U. S. for 1981. Equipped with electronic fuel injection, the 3-liter aluminum V-8 turns out 205 HP at 6,600 RPM.

GM diesel facility to make fuel injectors

GRAND RAPIDS, Mich. — Diesel Equipment Division of General Motors announced that its plant in Coopersville, Mich., will be used for the manufacture of engine fuel injectors.

Initial employment at Coopersville will begin during the fall of 1981 and rise gradually to about 650 persons by the middle of 1982, the division said.

factories list auction dates

Ford Motor Co.

Feb. 4—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.

Feb. 5—Big H Auto Auction, 701 N. Shepherd Dr., Houston; Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.

Feb. 10—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 11—Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Feb. 12—Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Feb. 17—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Feb. 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 19—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

Feb. 24—Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

Feb. 25—Northway Exchange, Rte. 146, Clifton Park, N. Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Model breakdown
Auction averages

	January	Decmeber	November
1981	$7,757	—	—
1980	5,667	5,576	6,088
1979	4,726	4,708	5,015
1978	3,585	3,610	3,879
1977	3,125	3,034	3,091
1976	2,092	1,991	2,148
1975	1,541	1,626	1,674
1974	1,280	1,148	1,248
Overall Average	$3,981	$3,589	$3,795

Used car sales
Auction averages

January	$3,981
Month ago	$3,589
Year ago	$3,175

used-car auction directory

Display Rates: $33.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50, 26-times, $10.00, 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-0528. Closing: 10 days in advance.

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Final outcome: Average $21 reduction

Chrysler lists changes in options and prices

Chrysler Corp. revised its prices last week, but the action turned out to be more concerned with equipment additions than with sticker alterations.

The company upgraded all of its front-wheel-drive subcompact and compact models by adding standard equipment. On some cars, prices were reduced or were unchanged. On others, prices rose less than the value of the new equipment.

On the slower-selling intermediate and full-sized cars, Chrysler raised prices an average of 2.2 percent. Chrysler is holding the line on prices of domestic truck and vans.

When all the changes were put together, Chrysler said the price of the average-equipped domestic passenger car was reduced $21.

There were no changes in optional equipment prices or in destination charges. Also, there were no changes in dealer discounts, so the price cuts and the hold-the-line actions did not change the dealer's potential profit margin.

AUTOMOTIVE NEWS learned that there will be rebates to dealers on models on which the sticker price has been reduced. But there will be no rebates in cases where dealers have paid for equipment which is now standard.

Early in January, Chrysler declined to follow General Motors and Ford Motor Co., which hiked prices an average of $149 and $85, respectively.

Last week's action makes Chrysler's small cars considerably more competitive with their GM and Ford rivals, and with imports. The continuing 7-percent rebate of sticker prices to the buyer is another plus for Chrysler.

All of Chrysler's domestic small cars figured in last week's action—the subcompact Omni and Horizon four-door sedans, the sporty Plymouth TC3 and Dodge 024 hatchback coupes and the compact Reliant and Aries K-cars.

On the base Omni and Horizon Miser sedans, interior trim was upgraded and the price stayed at $5,299.

The regular Omni and Horizon sedans went up $146 to $5,836, but Chrysler said $317 worth of standard equipment has been added.

The company said this has the net effect of reducing the price $171. That's true for buyers who wanted the extra items. For those who could get along without the "extras," it's a price hike of $146.

New Omni-Horizon standard equipment is premium trim, sport steering wheel, color-keyed seat belts, woodgrain instrument panel and 2.2-liter four-cylinder engine. The 1.7-liter engine is available as a no-cost option.

• The price of the TC3 and 024 hatchbacks has been reduced $211. It is now $5,938. New standard equipment includes premium bucket seats and door trim panels, color-keyed seat belts and the 2.2-liter engine.

Several additional items will be standard on TC3 and 024 units sold in Alaska, Arizona, California, Hawaii, Nevada, Oregon and Washington. The features are power steering, power brakes, power hatch release, AM/FM stereo radio and deluxe sound insulation.

K-car prices remain unchanged on all models, but all have more standard equipment. On the base series, luxury steering wheel, woodgrain instrument panel and vinyl trim have been added. Chrysler put the value at $111. Prices continue at $5,880 for the two-door and $5,980 for the four-door.

On the Reliant Custom and Aries Custom, new standard equipment is luxury steering wheel, digital clock, halogen headlamps and upper door frame and belt moldings. Chrysler said the value of the items is $211. Custom K-car prices remain at $6,315 for the two-door, $6,448 for the four-door and $6,721 for the wagon.

Chrysler said $408 worth of options have been made standard on Reliant SE and Aries SE two-door and four-door sedans. The items are power steering, power brakes, digital clock, halogen headlamps and trunk dress-up kit.

The same equipment, with the exception of power brakes (already standard) and the trunk dress-up kit, is now standard on SE wagons. Sticker prices for the SE models continue at $6,789 for the two-door, $6,933 for the four-door and $7,254 for the wagon.

As noted, Chrysler's intermediate and full-sized cars went up an average of 2.2 percent. A few examples:

The Dodge St. Regis four-door sedan now is $7,737, up $63, and the Dodge Mirada coupe is $7,899, up $199.

The Chryselr LeBaron Special four-door sedan and the Dodge Diplomat Sport two-door each rose $177. Both are priced at $6,672.

The Imperial coupe went up $379. It now is $18,600.

The hold-the-line action on trucks and vans applies to prices of Dodge Ram Wagons and Ram Vans, the Plymouth Voyager, the Dodge Ramcharger and Plymouth Trail Duster sport-utility vehicles and light-duty trucks.

IH introduces two new heavy cab-over models

Continued from Page 3

in both 6x4 and 4x2 configurations.

The riveted aluminum cab features flat sides and thinner door construction of high tensile strength aluminum. Weight-saving options include all-aluminum frame and cross members, taper leaf frame section, tubular aluminum engine tunnel, aluminum front and rear axles and aluminum wheels.

About 30 engines are available in the new models, along with 16 transmissions, five axles with two front-suspension packages, 12 frames—in one-half or one-quarter inch steel as well as aluminum and three different types of cross members.

Also available are 10 6x4 rear axles with three different rear suspensions (multileaf, taper leaf and air), seven 4x2 rear axles and three rear suspensions, 12 different wheels, three bumpers, six alternators, 10 batteries and three radiators—1,200, 1,500 and 1,800 square inches.

NEW-CAR MARKET SHARES IN U. S.

	OCTOBER					10 MONTHS				
	Regis., Oct., 1980	Percent Share of Market	Regis., Oct., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 10 mos., 1980	Percent Share of Market	Regis., 10 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	149,486	20.01	176,316	19.80	+ 0.21	1,454,980	19.88	1,790,355	20.36	− 0.48
Ford	82,839	11.09	124,970	14.04	− 2.95	872,484	11.92	1,248,467	14.20	− 2.28
Oldsmobile	74,419	9.96	78,867	8.86	+ 1.10	667,858	9.12	791,610	9.00	+ 0.12
Buick	69,204	9.26	59,126	6.64	+ 2.62	582,113	7.95	575,800	6.55	+ 1.40
Pontiac	56,273	7.53	62,041	6.97	+ 0.56	511,030	6.98	663,810	7.55	− 0.57
Mercury	27,663	3.70	43,313	4.86	− 1.16	265,366	3.63	427,549	4.86	− 1.23
Dodge	20,899	2.80	30,218	3.39	− 0.59	203,966	2.79	324,940	3.70	− 0.91
Plymouth	19,024	2.55	25,084	2.82	− 0.27	190,623	2.60	285,824	3.25	− 0.65
Cadillac	18,974	2.54	27,620	3.10	− 0.56	173,759	2.38	252,853	2.88	− 0.50
AMC	13,812	1.85	16,907	1.90	− 0.05	125,994	1.72	126,083	1.44	+ 0.28
Chrysler	12,117	1.62	25,042	2.81	− 1.19	114,316	1.56	212,276	2.41	− 0.85
Lincoln	5,908	0.79	10,944	1.23	− 0.44	60,195	0.82	105,329	1.20	− 0.38
GENERAL MOTORS	368,356	49.30	403,970	45.37	+ 3.93	3,389,740	46.31	4,074,428	46.34	− 0.03
FORD MOTOR CO.	116,410	15.58	179,227	20.13	− 4.55	1,196,048	16.37	1,781,345	20.26	− 3.89
CHRYSLER CORP.	52,040	6.97	80,344	9.02	− 2.05	508,905	6.95	823,040	9.36	− 2.41
AMERICAN MOTORS	13,812	1.85	16,907	1.90	− 0.05	125,994	1.72	126,083	1.44	+ 0.28
IMPORTS	196,107	26.25	209,543	23.54	+ 2.71	2,094,566	28.61	1,982,851	22.55	+ 6.06
MISCELLANEOUS	355	0.05	353	0.04	+ 0.01	3,147	0.04	3,968	0.05	− 0.01
TOTAL	747,080		890,344			7,320,397		8,791,715		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma, delayed for Kentucky.

But total is lowest for October since 1974

Month's registrations edge upward

By Richard A. Wright
Assistant Managing Editor

U. S. new-car registrations picked up slightly in October after a summer of discontent, but the total was lowest for the month since 1974, according to figures compiled by R. L. Polk & Co.

New-car registrations in October totaled 747,080, down 16.09 percent from 890,344 a year earlier. But the October showing was up 6.40 percent from 702,111 in September and was the best monthly showing since April. The record for October is 922,273, set in 1971.

Both domestic and imported car lines were down in October compared with a year earlier, but domestics were off much more sharply. Registrations of

Table on Page 40.

new domestic cars in October totaled 550,973, down 19.07 percent from a year earlier, while the import total of 196,107 was off 6.41 percent.

Registrations of new cars in the U. S. for the first 10 months of 1980 totaled 7,320,397, down 16 74 percent from 8,791,715 last year.

• While import registrations were down in October from a year earlier, they still increased their share of the total market, enough so that General Motors was the only U. S. maker which managed to boost its share.

GM took 49.30 percent of total U. S. new-car registrations in October, up 3.93 percentage points from a year earlier, while imports accounted for 26.25 percent, up 2.71 points.

Biggest loser was Ford Motor Co., which dropped 4.55 points to 15.58 percent. Chrysler Corp. fell 2.05 points to 6.97 percent and American Motors was off 0.05 of a point to 1.85 percent. Miscellaneous domestic lines accounted for 0.05 percent of October registrations, up 0.01 of a point.

Excluding imports, domestic-only registrations in October were divided this way: GM, 66.86 percent; Ford Motor Co., 21.13 percent; Chrysler Corp., 9.44 percent; AMC, 2.51 percent, and miscellaneous, 0.06 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 59.34 percent; Ford Motor Co., 26.33 percent; Chrysler Corp., 11.80 percent; AMC, 2.48 percent, and miscellaneous, 0.05 percent.

By size segments, only subcompacts improved their market share over the preceding October among domestic cars. Subcompacts accounted for 14.52 percent of October registrations, up 4.62 percentage points.

Standards suffered the biggest loss, down 3.81 points to 10.62 percent. Also down were intermediates, off 1.59 points to 23.61 percent; luxury cars, down 0.79 of a point to 4.76 percent, and compacts, off 0.52 of a point to 20.24 percent.

Registrations by size class in October were: Subcompact, 108,508; compact, 151,219; intermediate, 176,351; standard, 79,362; luxury, 35,533, and import, 196,107.

Excluding imports, domestic registrations in October were divided this way: Subcompact, 19.69 percent; compact, 27.45 percent; intermediate, 32.01 percent; standard, 14.40 percent, and luxury 6.45 percent.

The top 20 domestic nameplates in new-car registrations in October were:

1—Chevrolet Chevette 33,614
2—Chevrolet Citation 29,596
3—Olds Cutlass Supreme 24,226
4—Chevrolet Malibu 23,902
5—Buick Regal 20,869
6—Standard Chevrolet 19,462
7—Oldsmobile Cutlass 19,429
8—Standard Oldsmobile 19,372
9—Ford Fairmont 18,892
10—Buick Skylark 17,026
11—Ford Mustang 16,795
12—Chevrolet Monte Carlo 15,887
13—Chevrolet Monza 14,649
14—Buick Century 13,672
15—Standard Buick 13,550
16—Pontiac Sunbird 12,979
17—Pontiac Grand Prix 12,499
18—Ford Pinto 11,575
19—Plymouth Horizon 10,840
20—Cadillac 10,634

TOP CARS

U. S. new-car registrations for the first 10 months of 1980. Registrations not available for Oklahoma, delayed for Kentucky.

1980 Pos.	Make	1979 Pos.
1—1,454,980	Chevrolet	1,790,355—1
2— 872,484	Ford	1,248,467—2
3— 667,858	Oldsmobile	791,610—3
4— 582,113	Buick	575,800—5
5— 511,030	Pontiac	663,810—4
6— 480,215	Toyota	392,955—7
7— 436,056	Datsun	367,051—8
8— 292,138	Honda	284,671—11
9— 265,366	Mercury	427,549—6
10— 215,889	VW	246,671—13
11— 203.966	Dodge	324,940—9
12— 190,623	Plymouth	285,824—10
13— 173,759	Cadillac	252,853—12
14— 128,556	Mazda	118,461—16
15— 125,994	AMC	126,083—15
16— 114,316	Chrysler	212,276—14
17— 104,110	Subaru	82,353—18
18— 60,195	Lincoln	105,329—17
19— 57,961	Fiesta	65,984—19
20— 48,791	Arrow	——
21— 45,046	Volvo	46,198—22
22— 44,549	Colt	52,781—20
——	Fiat	51,359—21
241,225	Other Imports	274,367
3,147	Misc. Dom.	3,968
7,320,397	Total All Makes	8,791,715

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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EPA planning to simplify certification of compliance

By Roger Rowand
Engineering Editor

ANN ARBOR, Mich. — The taxpayer is expected to be the beneficiary as the EPA ends its practice of issuing certificates covering vehicles meeting its exhaust and evaporative emission standards.

Until now, the certification process for each of hundreds of engine families each model year ended with the issuance of a colored-paper certificate. Paper color varied with the type of vehicle—motorcycle, car, heavy-duty truck, for example—and model year.

From now on, the EPA said, a computer printout will do the job.

"We've been spending resources on making sure the certificate has everything the computer has. Now, we're just going to let the computer generate the certificates," said Robert Maxwell, director of the EPA's Certification Division.

"We asked the manufacturers if it made any difference to them. They told us: 'We'll take it on toilet paper as long as it's signed.'"

Maxwell indicated the switch to computer printout will save at least the equivalent of one job. The work now occupies a fraction of time of many government workers totaling, in government lingo "one or more person year."

Dunlop names Hansen

BUFFALO.—Richard Hansen has been named national truck tire sales manager for Dunlop Tire Co.

He urges controls on government spending

GM's Smith sees year of recovery

DALLAS. — The year 1981 is likely to be recorded as a year of recovery for the nation's economy, General Motors Chairman Roger B. Smith said in an address concluding the Dallas/Fort Worth Economic Outlook Conference.

"As far as 1981 is concerned," he said, "we don't think it's going to go down in history as a great or even outstanding year. But it won't be a bad year, either. Far from it. It promises to be a year of improvement from the disappointing performance of 1980, and, most importantly, it promises to be a year of learning from past mistakes.

"If during 1981, we adopt programs that support private initiative by curtailing the upward spiral in government spending and regulation, we will succeed in setting the foundation of a revitalized economy," Smith said.

Smith expressed his belief that the adoption of more-enlightened economic policies will result in an extremely bright long-term outlook for the economy.

"By controlling government spending and by adopting sound regulatory and energy policies, we will lay the foundation for our country to assume once again its preeminent position in the global economy," he said.

• The GM chairman said it is inflation—both current inflation and the expectation of future inflation — that is the principal factor underlying the unprecedented surges in interest rates.

The Federal Reserve's task of controlling the money supply, he said, has been seriously complicated by the federal government's continuing insistence on running up huge budget deficits.

"The highest priority must be given to keeping the budget in balance over the business cycle —with surpluses in years of expansion and deficits in years of recession," he said.

Smith went on to emphasize that this does not rule out the advisability of reducing taxes this year.

"Various tax-reduction plans have been proposed," he said. "Properly handled, we believe the best of them can be implemented without adding significantly to the budget deficit or putting inordinate pressure on interest rates. The trick is to cut taxes in unison with cuts in government spending."

Smith reiterated GM's position that a tax cut is needed, especially one that provides substantial capital spending incentives retroactive to Jan. 1 of this year.

"Our corporation is committed to a $40-billion investment program through 1984—an awesome sum," he said. "The tax policies adopted this year will be an important factor in our ability to meet this challenge on schedule. And, in turn, our ability to meet our investment schedules will decide GM's ability to compete effectively here and abroad."

Continuing his look at the prospects for 1981, Smith said: "Given the expectation of a more stable Federal Reserve policy; given comparatively modest economic growth; and given a slight improvement in inflationary expectations, interest rates are likely to descend further this year.

"With the underlying inflation rate likely to remain close to 10 percent, interest rates will be high in a purely historical context, yes — but they'll ease significantly to allow business activity to expand moderately."

He also discussed the effect that interest rates have on new-car sales. The greatest strain, he said, is being felt by new-car dealers rather than the retail customer.

"In fact," he noted, "the average monthly payment customers make rose about $20 between December of 1979, and December of 1980. Thus, even with higher finance costs and higher vehicle prices, these average monthly payments represent about the same proportion of family income as they did a year ago—and if you go back three years, you'll find that today's car payment takes less of a bite out of family income than it did then."

UAW loses again in vote at GM Alabama plant

DECATUR, Ala. — A third UAW bid to organize the General Motors Saginaw Steering Gear plant here was defeated last week by a vote of 721 to 659.

The union has tried to organize the 1,400 workers at the plant over the last two years but has met with strong opposition from the local community and a group of anti-union workers called the Saginaw Steering Gear Employees for Free Enterprise.

The UAW lost elections in June and November, which were set aside by the National Labor Relations Board after the union filed objections charging both GM and employe interference in the election.

The union will have five working days to challenge the results but if it goes unchallenged, the UAW will have to wait at least a year before another election can be held.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

OCTOBER, '80 VS. OCTOBER '79

	1980 OCT.	1980 YR.	1979 OCT.	1979 YR.
AMX Spirit/AMX	4,187	43,999	5,850	43,864
Concord	4,678	42,553	6,020	57,092
Concord Station Wagon	1,719	12,585	1,904	14,073
Eagle 4 WD	1,280	10,386	898	1,141
Eagle Station Wagon	1,146	13,356	1,575	1,895
Eagle SX4 4 WD	715	923		
Pacer	25	669	180	2,393
Pacer Station Wagon	62	1,523	478	5,141
Matador			2	348
Matador Station Wagon				136
Total American Motors Corp.	13,812	125,994	16,907	126,083
Chrysler LeBaron	5,130	45,493	8,159	74,845
LeBaron Station Wagon	707	6,941	1,755	12,900
Cordoba	3,896	36,653	7,422	48,645
Newport	1,055	10,853	3,921	47,580
New Yorker	962	14,007	3,785	28,306
Imperial	367	369		
Total	12,117	114,316	25,042	212,276
Plymouth Horizon	10,840	109,926	9,909	125,541
Voyager			909	8,707
Reliant	2,085	2,307		
Reliant Station Wagon	649	671		
Volare	4,093	54,035	10,783	112,308
Volare Station Wagon	999	12,803	3,419	36,013
Fury			6	3,047
Fury Station Wagon				138
Gran Fury	358	10,881	58	70
Total	19,024	190,623	25,084	285,824
Dodge Omni	8,186	88,436	7,941	106,525
Aries	1,488	1,591		
Aries Station Wagon	448	465		
Aspen	3,555	41,659	7,801	76,633
Aspen Station Wagon	816	9,651	3,065	28,123
Sportsman			2,373	26,190
Monaco			4	2,898
Monaco Station Wagon				108
Diplomat	2,530	22,120	3,601	34,737
Diplomat Station Wagon	335	3,677	714	5,932
Magnum XE/Mirada	2,377	22,337	2,224	19,699
St. Regis	1,164	14,030	2,495	24,095
Total	20,699	203,966	30,218	324,940
Total Chrysler Corp.	52,040	508,905	80,344	823,040
Escort	5,161	5,479		
Escort Station Wagon	2,983	3,150		
Pinto	8,725	103,093	10,243	114,365
Pinto Station Wagon	2,850	28,900	3,497	44,865
Fairmont	14,209	171,818	22,217	204,404
Fairmont Station Wagon	4,683	61,409	6,505	69,422
Granada	8,575	68,167	11,723	120,664
Club Wagon			2,918	33,188
LTD II	65	3,111	1,357	25,976
LTD	5,585	77,021	14,286	171,622
LTD Crown Victoria	3,142	22,113	1	1
Ford Station Wagon	1,404	21,018	3,333	40,852
Mustang	16,795	193,663	25,619	251,926
Thunderbird	8,662	113,542	23,271	171,182
Total	82,839	372,484	124,970	1,248,467
Lincoln Continental	2,619	25,644	4,524	51,319
Continental Mark	3,089	30,199	5,197	42,348
Versailles	200	4,352	1,223	11,662
Total	5,908	60,195	10,944	105,329
Mercury Lynx	1,397	1,497		
Lynx Station Wagon	540	567		
Bobcat	1,779	21,073	2,539	30,271
Bobcat Station Wagon	338	4,386	569	7,456
Zephyr	6,165	53,124	6,652	65,562
Zephyr Station Wagon	1,463	15,779	1,389	15,553
Monarch/'81 Cougar	2,801	23,764	4,289	46,798
Marquis	1,124	11,897	3,271	24,369
Marquis Brougham	1,175	10,208	2,443	20,253
Grand Marquis	1,588	15,272	2,387	24,824
Marquis Station Wagon	509	5,997	1,015	11,499
XR7	3,767	48,080	12,091	104,676
Capri	5,017	53,722	6,668	76,288
Total	27,663	265,366	43,313	427,549
Lincoln-Mercury Division	33,571	325,561	54,257	532,878
Total Ford Motor Co.	116,410	1,198,048	179,227	1,781,345
Buick Skyhawk	162	5,687	1,505	16,000
Skylark	17,026	142,774	11,624	81,972
Century	12,319	102,288	3,956	20,618
Regal	20,869	160,280	19,492	211,807
Century Station Wagon	1,353	14,042	1,944	22,269
LeSabre	3,179	25,415	1,623	24,186
LeSabre Limited	4,061	41,530	7,022	73,785
Electra 225	5,813	48,481	7,506	70,471
Buick Station Wagon	497	7,865	873	13,144
Riviera	3,925	33,751	3,581	41,548
Total	69,204	582,113	59,126	575,800
Cadillac deVille	8,250	81,520	15,625	138,853
Fleetwood & Chassis	2,384	22,853	3,051	28,466
Eldorado	5,149	40,745	4,938	51,173
Seville	3,191	28,641	4,006	34,361
Total	18,974	173,759	27,620	252,853
Chevrolet Chevette	33,614	315,169	28,841	310,372
Camaro	9,135	101,343	15,368	178,522
Monza	14,646	125,550	9,284	108,028
Monza Station Wagon	3	357	497	13,334
Citation	29,596	313,435	29,987	233,859
Sportvan			2,172	26,515
Malibu	18,861	164,393	21,128	207,243
Malibu Station Wagon	5,041	52,312	7,601	80,094
Monte Carlo	15,887	133,383	23,263	228,458
Impala	6,384	72,491	10,747	135,664
Caprice	9,728	99,110	16,806	158,265
Chevrolet Station Wagon	3,350	47,032	6,792	76,477
Corvette	3,241	30,405	3,830	33,524
Total	149,488	1,454,980	176,316	1,790,355
Oldsmobile Starfire	118	5,457	1,252	15,985
Omega	8,156	71,807	4,687	36,910
Cutlass Salon	17,096	141,890	6,592	41,057
Cutlass Supreme/Calais	24,226	215,677	35,447	353,161
Cutlass Station Wagon	2,333	25,957	3,872	39,628
Delta 88	1,576	16,643	2,196	27,852
Delta 88 Royale	9,759	92,083	12,190	140,123
98	7,231	54,771	8,073	75,194
Oldsmobile Station Wagon	806	13,843	1,249	23,444
Toronado	3,118	29,730	3,307	38,256
Total	74,419	667,858	78,867	791,610
Pontiac Sunbird	12,976	108,124	5,965	73,294
Sunbird Station Wagon	3	64	71	2,491
Phoenix	9,147	82,007	7,107	60,717
LeMans	5,309	44,384	6,062	66,014
LeMans Station Wagon	1,713	20,392	3,392	32,343
Catalina	1,128	11,342	1,844	21,557
Bonneville	4,080	40,006	6,895	72,470
Bonneville Brougham	2,633	26,710	3,469	32,276
Pontiac Station Wagon	716	9,501	1,703	19,520
Grand Prix	12,499	94,842	14,540	152,132
Firebird	6,069	73,568	10,973	130,906
Total	56,273	511,030	62,041	663,810
Total General Motors	366,356	3,389,740	403,970	4,074,428
(Checker)	330	2,892	321	3,650
Miscellaneous Domestic Total	355	3,147	353	3,968
Domestic Station Wagon Total	37,466	394,333	65,584	711,450
Domestic Grand Total	550,973	5,225,831	680,801	6,808,864
Import Total	196,107	2,094,566	209,543	1,982,851
Grand Total All Registrations	747,080	7,320,397	890,344	8,791,715

Registrations not available for Oklahoma, delayed for Kentucky.

And ditto for February estimate

January output lowest since 1975

By Patricia Hoffman
Staff Writer

There appears to be a long road to recovery for U. S. auto makers with the production figures for the first two months of 1981 looking anything but favorable.

Estimated production for January is the lowest since the recession year of 1975, and the February forecast is also the lowest since 1975.

The auto makers built an estimated 458,888 units in January, down 13.76 percent from the 531,584 cars completed in the comparable month last year. In 1975, the makers assembled 441,010 units in January.

The forecast for February is 477,820 units, down 23.46 percent from the 624,346 cars completed in February, 1980. In 1975, the makers built 369,486 units in February.

Production last week was planned at 119,713 cars, down 16.31 percent from the 143,044 units completed in the comparable week last year, but up 7.33 percent from the 111,530 units built the previous week.

Breakdown by companies for January is: General Motors, 64.16 percent; Ford Motor, 21.18 percent; Chrysler Corp., 9.08 percent; American Motors, 2.85 percent; Volkswagen of America, 2.71 percent, and Checker Motors, 0.02 percent.

Due to a steady increase in sales of the Chrysler K-cars, the Chrysler Jefferson and Newark points, which tentatively scheduled downtime for two weeks beginning Jan. 26, have reduced downtime to just one week beginning today (Feb. 2).

And due to an increase in sales of Omni and Horizon, Chrysler has canceled previously scheduled downtime at its Belvidere plant, which was to go down today.

GM's Baltimore and Pontiac points, both down the week of Jan. 26, will continue downtime this week.

Also at GM, the Leeds and Oklahoma City points will reopen today after closing for one week. Lakewood and Wilmington, both down since Jan. 19, will resume operations today.

Downtime is scheduled this week at Ford's Lorain point, with operations resuming Feb. 23. Also at Ford, the Chicago and Dearborn points closed today for two weeks, and San Jose, which was down the week of Jan. 26, has scheduled downtime for its second straight week.

Checker Motors closed today for one week, and has tentatively scheduled downtime for the week of Feb. 16.

breaking news

Continued from Page 1

No small cars wanted for ex-hostages

NEW YORK.—Nothing but gas guzzlers was good enough for the Manhattan ticker-tape parade which honored the former hostages last week. Five Toyota Sunchasers—convertibles prepared by Griffith Co.—were being driven to New York City from five dealerships in surrounding states when the company got word to pull them back. "Too small," the mayor's Special Events Committee said.

Ford lists sales incentives

DETROIT.—Ford Division's new incentive program offers salesmen $50-$75 for each Bronco, Courier or F-100-300 truck they sell from Jan. 26 to March 20. Sales managers can earn a flat $500, $1,000 or $1,500, depending on their category on an all-truck objective Jan. 21-March 31.

Dealers receive $200-$400 per '80 Fiesta Jan. 26-March 31 and can boost awards to $300 and $500 by hitting an Escort objective. Also, they can earn payments of $150 or $350 on '80-'81 Couriers Jan. 29-March 31. Ford is also doing a massive direct mailing on discounted Explorer packages for dealers, offering option discounts of up to $600.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 31, 1981	Same Week, 1980	Week Ended Jan. 24, 1981	Jan. Est.	Jan. 1, to Feb. 2, 1980	Jan. 1, to Jan. 31, 1981
CHEVROLET	14,192	12,824	13,640	61,504	62,950	61,504
DODGE/PLYMOUTH	1,650	4,420	1,734	5,112	14,216	5,112
FORD	11,328	16,877	13,657	39,781	59,454	39,781
GMC	5,471	3,347	4,893	19,315	15,786	19,315
INTERNATIONAL	1,730	.....	1,717	6,877	.....	6,877
MACK	.....	620	.....	.....	2,593	.....
WHITE	.....	200	.....	.....	855	.....
JEEP	1,740*	2,500*	1,740*	6,960*	11,500*	6,960*
AMC CORP.	85*	450*	85*	340*	2,072*	340*
VOLKSWAGEN	650	500	978	2,392	860	2,392
MISCELLANEOUS	.....	800	1,200	3,450	3,740	3,450
Total Trucks, U. S.	36,846	42,538	39,644	145,731	174,026	145,731

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 31, 1981	Same Week, 1980	Week Ended Jan. 24, 1981	Jan. Est.	Jan. 1, to Feb. 2, 1980	Jan. 1, to Jan. 31, 1981
CHRYSLER CORP.	1,600	1,600	1,507	3,107	1,600	3,107
FORD MOTOR	3,600	3,520	4,148	16,349	15,713	16,349
GENERAL MOTORS	6,406	5,890	6,666	25,010	25,283	25,010
AMERICAN MOTORS	.....	.....	.....	.....	2,756	.....
INTERNATIONAL	270	120	271	1,108	662	1,108
MACK	.....	60	.....	.....	274	.....
WHITE	.....	65	.....	.....	267	.....
Total Trucks, Canada	11,876	11,255	12,592	45,574	46,555	45,574
N. American Trucks	48,722	53,793	52,236	191,305	220,581	191,305

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Truck production down for month; Feb. dip seen, too

U. S. truck production for January is estimated as the lowest since 1965, and the projected output for February is the lowest since 1975.

The truck makers assembled an estimated 145,731 units in January, down 16.25 percent from the 165,590 trucks completed the same month last year, and the lowest since the 144,759 trucks assembled in January of 1965.

The February forecast shows only a slight improvement with projected output of 164,020 trucks, down 6.64 percent from the 175,701 units completed in February of 1980.

Planned production last week was 36,846 trucks, a 13.38 percent drop from the 42,538 units completed in the comparable week last year and also down 7.05 percent from the 39,644 completed the week ended Jan. 24, 1981.

Breakdown by companies for January is: General Motors, 80,819 trucks, up 3.30 percent from the 77,654 units completed in January, 1980; Ford Motor Co., 39,781 units, down 28.96 percent from 56,000; Chrysler Corp., with plants having resumed operations late in January, built 5,112 units, down 61.86 percent from the 13,406 in 1980; American Motors Jeep, 6,960, down 28.63 percent from the 9,752 in 1980; AM Corp., 340, down 63.63 percent from 935, and miscellaneous, 3,450, down 44.23 percent from 6,187 trucks in 1980.

International Harvester produced 6,877 units in January. There is no comparison figure for January last year due to a strike which closed International until April, 1980.

Downtime last week was scheduled at Ford's Kentucky plant.

Downtime is scheduled this week at Ford's Norfolk and Twin Cities plants, resuming operations Feb. 16. Also at Ford, Louisville will be down for one week.

January output of cars in Canada lowest since 1962

Canadian auto production for January is estimated as the lowest in 19 years, and planned production last week fell more than 80 percent with four plants down and only three plants working.

January output for 1981 is estimated at 45,822 cars, down 30.34 percent from the 65,781 units completed in the comparable month last year, and the lowest output since the 34,877 built in 1962.

Planned output last week was 2,825 units, down 82.98 percent from the 16,601 cars completed in the comparable week last year and down 80.66 percent from the 14,613 units built the previous week.

Canadian truck production for January was slightly higher than the comparable month last year, and planned production last week was also above that of the year-ago period.

January output for the truck makers is estimated at 45,574 units, a 2.40 percent increase from the 44,502 trucks completed in January, 1980.

Planned production last week was 11,876, up 5.51 percent from the 11,255 trucks built the week ended Feb. 2, 1980, but down 5.68 percent from the 12,592 units completed in the previous week of this year.

Downtime was scheduled last week at four car plants: Ford St. Thomas, General Motors Oshawa and St. Therese and Chrysler Windsor. All are scheduled to reopen today (Feb. 2).

U. S. CAR PRODUCTION

	Week Ended Jan. 31, 1981	Same Week, 1980	Week Ended Jan. 24, 1981	Jan. Est.	Jan. 1, to Feb. 2, 1980	Jan. 1, to Jan. 31, 1981
AMERICAN MOTORS	3,275*	3,800*	3,275*	13,100*	15,200*	13,100*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	17,300	15,610	15,015	41,645	50,547	41,645
Plymouth Total	7,750	6,390	7,080	19,612	22,045	19,612
Horizon	2,400	3,150	2,360	6,841	14,700	6,841
Volare	.....	2,700	.....	.....	5,588	.....
Gran Fury	350	400	.....	350	1,410	350
Caravelle	100	140	141	241	347	241
Reliant	4,900	.....	4,579	12,180	.....	12,180
Chrysler Total	2,100	3,100	1,142	3,242	7,361	3,242
Chrysler	900	750	.....	900	2,822	900
LeBaron	1,200	2,350	1,142	2,342	4,539	2,342
Dodge Total	7,450	6,120	6,793	18,791	21,141	18,791
Omni	2,400	2,900	2,352	6,647	13,382	6,647
St. Regis	300	400	.....	300	1,566	300
Diplomat	850	820	869	1,719	1,768	1,719
Aspen	.....	2,000	.....	.....	4,425	.....
Aries	3,900	.....	3,572	10,125	.....	10,125
FORD MOTOR	35,104	23,411	23,017	97,194	86,380	97,194
Ford Division	23,807	15,769	15,661	66,929	62,525	66,929
Pinto	.....	.....	.....	.....	2,262	.....
Must./Must. II	4,049	4,039	1,192	5,241	15,445	5,241
Fairmont	3,322	5,868	2,871	13,826	15,438	13,826
Granada	3,614	3,539	1,481	5,095	9,054	5,095
Thunderbird	2,741	2,323	.....	2,741	12,572	2,741
Ford	1,686	.....	1,692	6,765	7,754	6,765
Escort	8,395	.....	8,425	33,261	.....	33,261
L-M Division	11,297	7,642	7,356	30,265	23,855	30,265
Mercury Total	9,966	7,442	6,002	26,226	18,881	26,226
Bobcat	.....	.....	.....	.....	174	.....
Capri	1,390	1,453	478	1,868	2,996	1,868
Zephyr	972	2,671	969	4,292	5,873	4,292
Cougar/Monarch	1,650	1,061	491	2,141	2,853	2,141
XR-7	1,863	2,257	.....	1,863	5,434	1,863
Mercury	1,416	.....	1,428	5,696	1,551	5,696
Lynx	2,675	.....	2,636	10,366	.....	10,366
Lincoln Total	1,331	200	1,354	4,039	4,974	4,039
Lincoln	588	.....	609	1,813	2,527	1,813
Versailles	.....	200	.....	.....	573	.....
Mark VI	743	.....	745	2,226	1,874	2,226
GENERAL MOTORS	59,484	96,623	66,163	294,431	399,354	294,431
Buick Division	16,845	17,232	17,806	69,470	74,800	69,470
Skylark	5,445	4,268	4,653	19,727	22,590	19,727
Century	3,511	3,306	3,417	12,995	12,946	12,995
Regal	3,474	4,180	5,267	18,812	16,282	18,812
Buick	3,275	3,990	3,317	13,386	16,804	13,386
Riviera	1,140	1,488	1,152	4,550	6,178	4,550
Cadillac Division	6,420	7,571	6,095	25,662	28,340	25,662
Seville	720	1,367	612	2,910	5,646	2,910
Cadillac	4,240	4,618	4,233	16,875	16,598	16,875
Eldorado	1,460	1,586	1,250	5,877	6,096	5,877
Chevrolet Division	14,720	40,390	17,843	99,715	170,092	99,715
Chevette	.....	9,025	.....	15,620	41,375	15,620
Monza ('80)	.....	3,085	.....	.....	13,884	.....
Camaro	2,630	3,260	.....	7,495	12,376	7,495
Citation	2,015	8,565	5,993	24,397	43,127	24,397
Malibu	3,510	5,795	4,413	19,425	20,206	19,425
Monte Carlo	965	3,650	3,234	11,757	12,506	11,757
Chevrolet	4,800	6,120	3,580	18,016	21,980	18,016
Corvette	800	890	623	3,005	4,638	3,005
Oldsmobile Division	18,659	16,245	17,824	73,263	71,075	73,263
Omega	3,034	2,286	2,372	10,991	10,453	10,991
Cutlass	9,375	6,670	9,193	38,253	31,772	38,253
Oldsmobile	5,340	6,050	5,362	20,382	23,884	20,382
Toronado	910	1,239	897	3,637	4,966	3,637
Pontiac Division	2,840	15,185	6,595	26,321	55,047	26,321
Acadian†	.....	370	.....	694	1,324	694
Sunbird ('80)	.....	2,075	.....	.....	13,179	.....
Phoenix	1,005	3,313	2,378	8,147	12,791	8,147
Firebird	1,450	2,483	.....	4,466	9,184	4,466
LeMans	.....	1,635	1,437	4,364	4,641	4,364
Grand Prix	.....	2,589	2,388	6,980	6,433	6,980
Pontiac	385	2,720	392	1,670	7,495	1,670
VOLKSWAGEN	4,550	3,500	3,987	12,430	6,031	12,430
CHECKER	.....	100*	73	88	275	88
Total Cars, U. S.	119,713	143,044	111,530	458,888	557,787	458,888

CANADIAN CAR PRODUCTION

	Week Ended Jan. 31, 1981	Same Week, 1980	Week Ended Jan. 24, 1981	Jan. Est.	Jan. 1, to Feb. 2, 1980	Jan. 1, to Jan. 31, 1981
AMERICAN MOTORS	600	.....	599	2,371	.....	2,371
CHRYSLER CORP.	.....	3,200	.....	.....	10,705	.....
FORD MOTOR	800	5,192	865	3,543	10,240	3,543
GENERAL MOTORS	1,200	7,984	12,924	39,008	47,352	39,008
VOLVO	225	225	225	900	1,035	900
Total Cars, Canada	2,825	16,601	14,613	45,822	69,332	45,822
N. American Cars	122,538	159,645	126,143	504,710	627,119	504,710
N. American Trucks	48,722	53,793	52,236	191,305	220,581	191,305
North American Cars and Trucks	171,260	213,438	178,379	696,015	847,700	696,015

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.